



Why Buy The Cow?

Marketing and
Fundraising for Libraries

Sara J. Groves

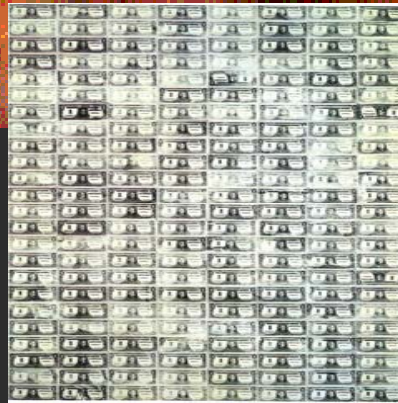
Introduction

- Marketing & Communications Coordinator, Montana State Library
 - Senior Fund Counsel, national fundraising firm
 - Campaign Coordinator, American Library Association
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Libraries = Free Milk



People Don't Buy Free Milk

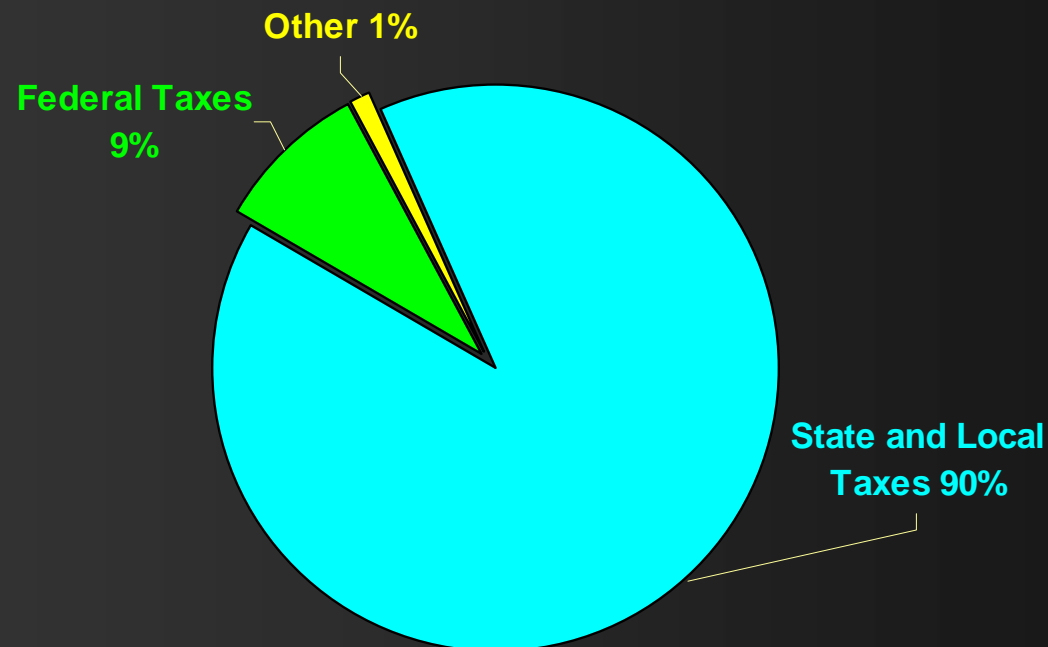


And Why Should They?

Free equates lesser value.

We need to create value for our patrons, through marketing and public relations efforts, and interest our patrons in *investing in their libraries*.

Where We Get Our Money From



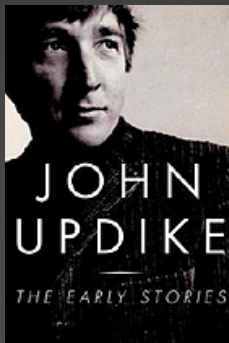
Sources of Funds for Average Public Library Budget

National Prosperous Radio



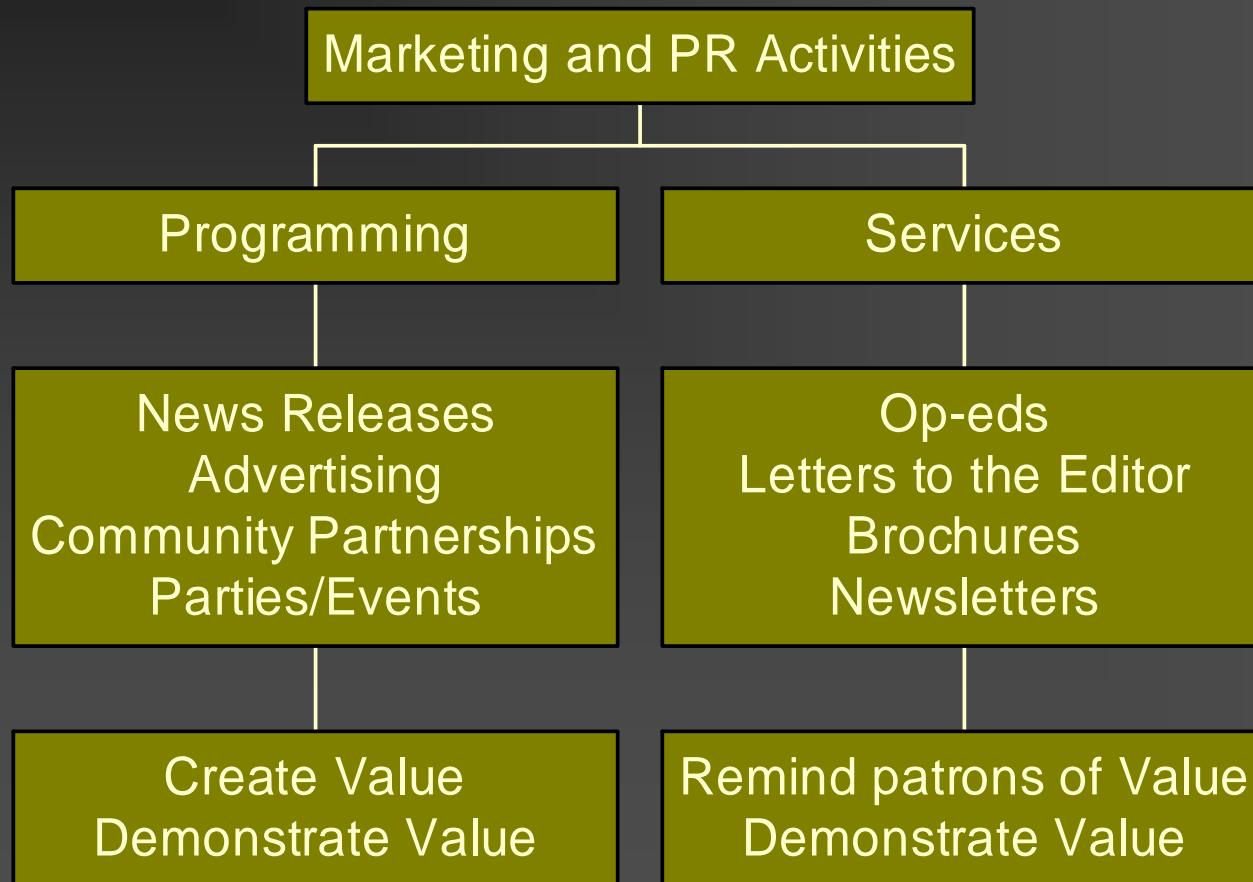
What Have We Got to Show Off?

LOTS!



Marketing

Marketing and Public Relations



New Statewide Marketing Campaign

- Will help libraries **create** value for patron populations
 - Will help libraries **demonstrate** value for patron populations
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Senior Citizen Campaign



Library As Fountain of Youth

- Use research to demonstrate that keeping your mind active is a way to ward off disease and aging symptoms



Courtesy of the Fountain of Youth

Create Value for Patrons

- Programming

- Classes, speakers, book discussion groups, morning coffees.

- Services

- Collection, computer access, helpful forms and references
 - **Become THE place where seniors turn for information on everything from Medicare to travel.**
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Demonstrate Value to Patrons and Decision Makers



This is where it gets fun!

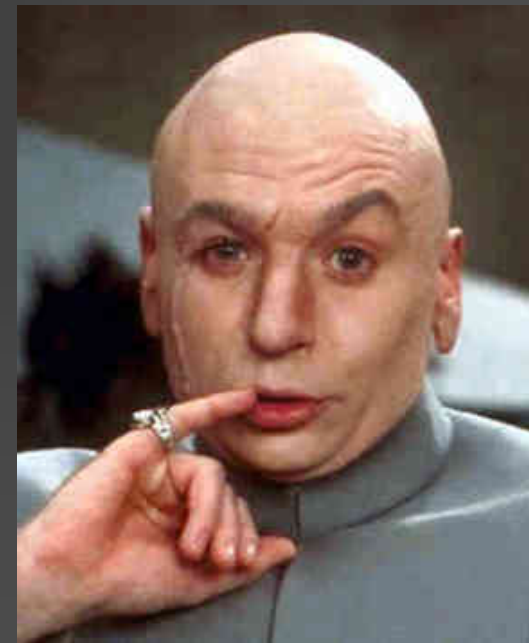
- Don't tell your story. Tell THEIR story!
 - Your patrons know why they value you. Let them tell you. Let them show others. Let them lead the way.
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At least let them THINK they're leading the way.

- Have a succinct message that demonstrates value.
- Control your messages.



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Turning Value into Dollars

- Value Message



- Dollars for you!



How Do We Get Started?

- Think about what type of fundraising you need to do.
 - Raise a lot of money?
 - Raise a little money?
 - Create partnerships?
 - What resources (time, money, staff, Friends group) are available to you?
-

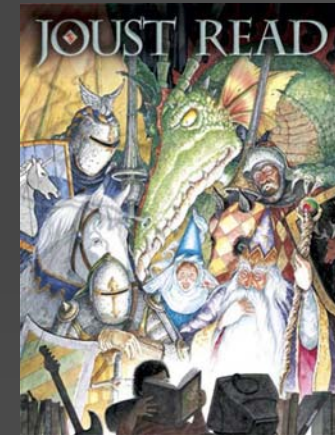
Reader-Supported Libraries

- Membership Campaign
 - Helps to identify those people that value your services most.
 - Use the opportunity to talk about your budget and show what membership money could accomplish.
 - Offer your members something and make sure you follow through.



Community Partnerships

- Displays
- Programming
- Parts of your collection



Annual Giving

- Develop relationships with certain donors
 - If you've got it, flaunt it!
 - Use your library database.
 - Use your knowledge of the community.
 - Use your knowledge of your patrons.
- Year-end appeal
 - Usually done in letter form
 - Can also use newsletter
 - Or plan a special event!



Planned Giving

- Senior Citizen Campaign
 - Create value and remind them of it for a year
- Take every opportunity to remind people that the library can be included in their will.
- Schedule a financial planner to come and talk at the library about planned giving.

Last Will



&

Testament



Questions?

- Call me! (406) 444-5357
- E-mail me!
sgroves@mt.gov



Fund raising ideas - Message (Rich Text)

File Edit View Insert Format Tools Actions Help

Send Attach as Adobe PDF PDF Converter

To: Groves, Sara

Cc:

Bcc:

Subject: Fund raising ideas

Thanks,
Sara
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